

**IN THE CLAIMS:**

The text of all pending claims are set forth below. Cancelled and withdrawn claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (previously amended), (cancelled), (withdrawn), (new), (previously added), (reinstated - formerly claim #), (previously reinstated), (re-presented - formerly dependent claim #) or, (previously re-presented).

Please AMEND the claims in accordance with the following:

1. (currently amended) An information decision computing apparatus for marketing a particular promotion product responsive to inputting information identifying the particular promotion product, comprising:

a replacement product finder that finds previously purchased products that are suitable to be replaced by the particular promotion product based on product specification information specifying the particular promotion product, where the products suitable to be replaced are found by comparing the specification information of the particular promotion product to specification information of previously purchased products;

a target customer finder that searches for target customers based on their having previously purchased the products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the products suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing the transaction histories with respect to the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers ~~has~~-tended to purchase;

a determiner that individually fits a product description ~~introduction information~~ to the transaction tendencies of each of the target customers determined by the transaction tendencies analyzer by selecting a product description, from among a plurality of different ~~pre-existing~~

~~product introductions the~~ descriptions, each different product description introduction  
~~information having different product description content that corresponds to the respective~~  
transaction tendencies of each of the target customers; and

using the individually fitted product ~~introductions-descriptions~~ so as to individually  
~~introduce to inform~~ the target customers of the particular promoting product to replace said  
~~products to be replaced and that were previously purchased by the target customers being~~  
introduced, whereby the same particular promotion product is promoted to the target customers  
using the different customer-specific product descriptions.

2. (previously presented) The information decision apparatus as claimed in claim 1,  
wherein said transaction tendencies analyzer further comprises a transaction tendencies  
determiner that determines at least one transaction tendency of the target customer in  
accordance with at least one product type listed in the transaction history of the target customer.

3. (previously presented) The information decision apparatus as claimed in claim 1,  
wherein said transaction tendencies analyzer further comprises:

a product type conversion table that converts a product type into at least one transaction  
tendency of the target customer, where said product type conversion table is recorded in a  
recording medium; and

a transaction tendencies determiner that determines at least one transaction tendency of  
the target customer by converting at least one product type listed in the transaction history of the  
target customer by using the product type conversion table.

4. (previously presented) The information decision apparatus as claimed in claim 1,  
wherein said transaction tendencies analyzer further comprises a transaction tendencies  
determiner that determines at least one of the target customer transaction tendency in  
accordance with at least one product rank listed in the transaction history of the target customer.

5. (previously presented) The information decision apparatus as claimed in claim 1,  
wherein said transaction tendencies analyzer further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (previously presented) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

7. (currently amended) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote<sub>1</sub> to the target customer<sub>1</sub> used new products that fit the tendencies of the target customer.

8. (currently amended) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote<sub>1</sub> to the target customer<sub>1</sub> used products that fit the tendencies of the target customer.

9. (currently amended) An information decision computing apparatus for marketing a promoting product responsive to inputting information identifying the promoting product, comprising:

a target customer finder that searches for target customers based on their having purchased a product suitable to be replaced and also based on the product suitable to be

replaced having a lower performance level than the promoting product;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

a tendency matrix table categorizing the transaction tendencies into at least two general categories and indicates different product description information by a combination of the transaction tendencies, where the two general categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information determiner that individually determines ~~the~~ customer-specific product description information for each of the target customers by referring to the tendency matrix table based on the respective determined transaction tendencies of the target customers.

10. (previously presented) A method of information decision for marketing a computer being promoted responsive to inputting information identifying the computer being promoted, comprising:

automatically finding a previously purchased computer to be replaced by the computer being promoted, by matching a rank and type of the previously purchased computer to product specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

searching for a target customer based on the target customer having previously purchased said computer to be replaced, by searching, in transaction histories of a plurality of customers, for customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on product introduction information that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

11. (previously presented) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

12. (previously presented) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein said finding said target customer further comprises

deciding product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided in said deciding on said transaction tendencies.

13. (previously presented) The method as claimed in claim 10, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

14. (currently amended) The method as claimed in claim 10, wherein the product introduction information is used to promote<sub>1</sub> to the target customer<sub>1</sub> used products that fit the transaction tendencies of the target customer.

15. (currently amended) A computer-implemented method of information decision for marketing a product being promoted responsive to inputting information identifying the product being promoted, comprising:

searching for target customers based on their having purchased a product suitable to be replaced that has a lower performance level than the promoting product;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product description information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

individually deciding on the product description information for ~~each~~ of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

16. (currently amended) A computer-readable recording medium recorded with a program for causing a computer to make a decision, said program to perform a process comprising:

finding a product suitable to be replaced by a promoting product based on product specification information specifying a promoting product, where the product to be replaced is found by comparing the specification information of the promoting product to specification information of previously purchased product;

finding a target customer who purchased said product suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the product suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to said target customer, where the determined transaction tendencies reflect common general properties of products that the target customer has tended to purchase; and

fitting product ~~introduction~~ description information to the transaction tendencies of the target customer by selecting, from among a plurality ~~pre-existing~~ of product ~~introductions~~ descriptions, product ~~introduction~~ description information having descriptive content that corresponds to the transaction tendencies of the target customer, so as to ~~introduce~~ provide

customized product description information to the target customer when promoting the promoting product to ~~replace the product to be replaced that was previously purchased by the~~ target customer.

17. (previously presented) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

18. (previously presented) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein the finding a target customer further comprises

deciding on product introduction information that fits the tendencies based on the transaction tendencies of the target customer decided by the said deciding on said transaction tendencies.

19. (previously presented) The computer-readable recording medium as claimed in claim 16, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

20. (currently amended) The computer-readable recording medium as claimed in claim 16, wherein said product introduction information is used to promote<sub>1</sub> to the target customer<sub>1</sub> used products that fit the transaction tendencies of the target customer.

21. (currently amended) A computer-readable recording medium recorded with a program for causing a computer make information decision, said program comprising:

finding target customers who purchased a product suitable to be replaced that has a lower performance level than a promoting product, in response to identifying the promoting product;

determining transaction tendencies by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product description information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the different product description information for each of said target customers by referring to a tendency matrix table based on the transaction tendencies analyzed by the analyzing, thereby providing customer-specific product description information.

22. (currently amended) An information decision computing apparatus, comprising:

a replacement commodity finder that finds a commodity suitable to be replaced by a promoting commodity based on commodity specification information that specifies a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, ~~the finding in response to identifying the promoting commodity commodities;~~

a target customer finder that finds a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

a determiner that custom fits commodity ~~introduction~~ description information to the transaction tendencies of the target customer determined by the transaction tendencies analyzer



by selecting from among a plurality ~~pre-existing~~ of commodity introductions the commodity ~~introduction~~ description information having content that corresponds to the transaction tendencies of the target customer, so as to custom introduce to the target customer the promoting commodity ~~to replace the commodity that was previously purchased by the target customer.~~

23. (currently amended) An information decision computing apparatus, comprising:  
a target customer finder that finds target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding ~~in response to~~ based on identifying the promoting commodity;

a transaction tendencies analyzer that determines individual transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity description information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information decision part that decides on the commodity description information for each of the target customers by referring to the tendency matrix table based on the individual transaction tendencies ~~determined by the transaction tendencies analyzer of the target customers.~~

24. (currently amended) A method of information decision, comprising:  
finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, ~~the finding in response to identifying the promoting commodity;~~

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously

purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

custom fitting a commodity introduction description to the transaction tendencies of the target customer by selecting, from among a plurality ~~pre-existing~~ of commodity ~~introductions~~ descriptions, the commodity ~~introduction information~~ description having content that corresponds to the transaction tendencies of the target customer, so as to ~~introduce~~ provide custom commodity description information to the target customer when promoting the promoting commodity to ~~replace the commodity to be replaced that was previously purchased by the~~ target customer.

25. (currently amended) A method of information decision, comprising:  
finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different commodity description information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on ~~the~~ different commodity description information for ~~each of the~~ target customers by referring to a tendency matrix table based on the determined transaction tendencies.

26. (currently amended) A computer-readable recording medium recorded with a program that causes a computer to perform a process to make an information decision, the process comprising:

automatically finding a previously purchased computer to be replaced by a computer being promoted, by matching a rank and type of the previously purchased computer to specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

finding a target customer who previously purchased the computer to be replaced, by searching transaction histories of a plurality of customers to find customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on a computer ~~introduction~~ description information that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the ~~product~~ computer description information is capable of being used to ~~introduce to~~ custom inform the target customer when promoting the promoting computer to ~~replace the computer previously purchased by the target customer.~~

27. (currently amended) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for ~~each of the~~ target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different commodity description information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the commodity description information for ~~each of the~~ target customers by referring to a tendency matrix table based on the determined transaction tendencies.

28. (currently amended) A method, comprising:

designating a computer to be promoted, where the computer to be promoted has a computing performance rating, where the computer to be promoted is one of a new computer and a used computer, and where the computer to be promoted has been determined to have sufficient value to be promoted;

responsive to the designating, identifying a particular computer model in a computer model database by comparing the computing performance rating of the computer to be promoted to computing performance ratings of computer models in the computer model database, where the particular computer model is identified because it has a computing performance rating lower than the computing performance rating of the computer designated to be promoted;

searching a customer purchase history database to find a customer that previously purchased an actual computer that corresponds to the identified particular computer model;

determining a category of pricing or speed of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer;

determining a category of size of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer; and

automatically selecting a ~~pre-determined introduction~~ description from among a plurality of ~~pre-determined introductions~~ descriptions, where the selected ~~introduction~~ description corresponds to both of the purchasing tendency categories, and where the ~~pre-determined introductions each~~ descriptions correspond to different combinations of purchasing tendency categories.

29. (withdrawn) A method, comprising:

storing computer purchases of customers, each computer purchase comprising a customer identifier, a product identifier, a computer type, and a computing performance rank, where a type is at least one of a desktop, a middle tower, a notebook, a thin type notebook, and a sub-notebook;

interactively inputting a particular computer to be promoted, the promoted computer having a computing performance rank;

searching the stored purchases to find past purchases of computers that have a computing performance rank below the computing performance rank of the promoted computer, by comparing the performance rank of the promote computer with the performance rank of the stored computer purchases;

based on the computer purchases of the customers identified by the found past computer purchases, for each such identified customer:

automatically determining a first purchasing trend indicating one of balance between performance and price of a computer, computing performance, low computer price, and special computing purpose,

automatically determining a second purchasing trend indicating one of balance between performance and price of a computer, computing performance, computer extendibility, space saving, and portability, and

automatically selecting promotion information from a matrix of purchasing trends by finding a matrix entry that matches the determined first and second purchasing trends; and presenting the promotion information to the identified customers.

30. (new) A computer-implemented method, comprising:

based on a specific promotion production, automatically determining different purchasing tendencies of different customers by analyzing transaction histories of the customers;

automatically obtaining different product descriptions for different determined purchasing tendencies, where each different product description includes different product description information corresponding to its respective purchasing tendency, and where a product description is obtained based on its correspondence to the respective purchasing tendency; and

promoting the same specific promotion product to at least some of the target customers using the different selected product descriptions, whereby at least some of the target customers receive different product description information in relation to the same promotion product.